

REMARKS/ARGUMENTS

On pages 2-10 of the Office Action, claims 548-567, 569-571, 574-578, 580-584, 586, 588, 590-611, 614-618, 620-627, 629-649, 652-656, 658-662, 664, 666-680, 683, 684, 686-695, 697-714, 717-720, and 722-729 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over U.S. Patent No. 4,398,985 to Eagon (the "Eagon patent") in view of U.S. Patent No. 5,407,718 to Popat, et al. (the "Popat patent") and U.S. Patent No. 4,837,088 to Freedman (the "Freedman patent").

On pages 10-11 of the Office Action, claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of U.S. Patent No. 4,704,317 to Hickenbotham, et al. (the "Hickenbotham patent").

On pages 11-12 of the Office Action, claims 579, 619, 657, 685, and 721 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of U.S. Patent No. 5,842,722 to Carlson (the "Carlson patent").

Applicants respectfully traverse the rejections of claims 548-567, 569-584, 586, 588, 590-627, 629-662, 664, 666-695, and 697-729 for the reasons set forth below.

The Invention

Before addressing the specific claim limitations, it will be helpful first to briefly summarize the invention of the pending claims.

The present invention resides in a printable business card sheet including a laminate sheet construction. The laminate sheet construction includes a facestock sheet construction and a continuous sheet attached to the back side of the facestock sheet construction, and an internally positioned film layer. The facestock sheet construction includes a facestock sheet. The facestock sheet is a cardstock sheet. The laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet

construction but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The entire front faces of all of the printable business cards are blank. The laminate sheet construction is sized, constructed, and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over the back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The continuous sheet is directly adjacent to the back side of the film layer. The continuous sheet is a base paper sheet. The film layer is adhered to the facestock sheet with an adhesive layer. The film layer and the adhesive layer are adapted such that when a peeling force is applied to the printable business card sheet, the printable business card sheet delaminates at an interface of the film layer and the continuous sheet and whereby the laminate sheet construction is a dry laminate sheet construction.

The present invention resides in a printable business card sheet including a laminate sheet construction that has a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The laminate sheet construction includes an internally positioned film layer. The facestock sheet construction includes a facestock sheet. The facestock sheet is a cardstock sheet. The continuous sheet consists of a base paper sheet. The laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction but not through-cut through the continuous sheet. The through-cut lines define, at least in part,

perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The laminate sheet construction is sized, constructed, and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The laminate sheet construction is free of adhesive between the film layer and the continuous sheet.

The present invention resides in a printable business card sheet including a dry laminate sheet construction having a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The dry laminate sheet construction including an internally positioned film layer. The facestock sheet construction including a facestock sheet. The facestock sheet is a cardstock sheet. The dry laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction to the back side but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The dry laminate sheet construction is sized, constructed, and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The

top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid on the facestock sheet construction, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The film layer is directly adjacent to the continuous sheet, and the continuous sheet consists of a base paper sheet. The film layer and the continuous sheet form a delamination interface for the printable business cards.

The present invention resides in a printable business card sheet including a laminate sheet construction having a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The laminate sheet construction including an internally positioned film layer. The facestock sheet construction including a facestock sheet. The facestock sheet is a cardstock sheet. The laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The laminate sheet construction is sized, constructed, and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable

business cards are arranged in a grid, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The laminate sheet construction is rectangular with opposing side edges and opposing end edges. The business cards are in a central area block of the facestock sheet. The border portion of the laminate sheet construction surrounds the block and extends from ends of the through-cut lines to both of the side edges and to both of the end edges of the laminate sheet construction. The continuous sheet is bonded directly to the film layer without adhesive, and the continuous sheet consists of a base paper sheet.

The present invention resides in a printable business card sheet including a laminate sheet construction having a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The laminate sheet construction including an internally positioned film layer. The facestock sheet construction including a facestock sheet. The facestock sheet is a cardstock sheet. The continuous sheet consists of a base paper sheet. The laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The laminate sheet construction is sized, constructed, and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid. The grid including a first column of the printable business cards and a second

column of the printable business cards. Adjacent ones of the printable business cards in the first column directly abut one another and share a common edge. Adjacent ones of the printable business cards in the second column directly abut one another and share a common edge. The first and second columns directly side-by-side abut one another. The continuous sheet is directly adjacent to the back side of the film layer. The laminate sheet construction is adapted to delaminate at an interface of the film layer and the continuous sheet and/or wherein the film layer and the continuous sheet form a delamination interface for the printable business cards.

Rejection of Claims 548-567, 569-571, 574-578, 580-584, 586, 588, 590-611, 614-618, 620-627, 629-649, 652-656, 658-662, 664, 666-680, 683, 684, 686-695, 697-714, 717-720, and 722-729 Under 35 U.S.C. § 103 Based Upon the Eagon Patent, the Popat Patent, and the Freedman Patent

On pages 2-10 of the Office Action, claims 548-567, 569-571, 574-578, 580-584, 586, 588, 590-611, 614-618, 620-627, 629-649, 652-656, 658-662, 664, 666-680, 683, 684, 686-695, 697-714, 717-720, and 722-729 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent. Applicants note that claims 565, 605, 644, 675, and 710 were canceled in the Amendment filed March 30, 2011. Applicants respectfully traverse this rejection of remaining claims 548-564, 566, 567, 569-571, 574-578, 580-584, 586, 588, 590-604, 606-611, 614-618, 620-627, 629-643, 645-649, 652-656, 658-662, 664, 666-674, 676-680, 683, 684, 686-695, 697-709, 711-714, 717-720, and 722-729.

On pages 2-3 of the Office Action, the Examiner states that “Eagon discloses . . . a facestock sheet construction (ref. #101) and a continuous sheet (ref. #201) . . . a facestock sheet . . . an internally positioned film layer (ref #12, col. 2, lines 7-8).” Furthermore, in col. 3, lines 3-6, the Eagon patent teaches “[i]f paper or other porous material is used as the face stock material, then it is desirable to incorporate into or coat onto such paper or other material a release additive 12.” As seen in Figs. 1a-1d of the Eagon patent, release additive 12 is in direct contact with face stock 10. Accordingly, the

Eagon patent *fails* to teach or suggest “the film layer being adhered to the facestock sheet with an adhesive layer . . . ,” as required by independent claim 548. Additionally, *neither* the Popat patent, *nor* the Freedman patent, *nor* the combination of the Eagon patent, the Popat patent, and the Freedman patent teach or suggest “the film layer being adhered to the facestock sheet with an adhesive layer . . . ,” as required by independent claim 548.

On pages 12-13 of the Office Action, with respect to “Applicant’s argument that Eagon fails to teach or suggest a base paper sheet directly adjacent to the back side of the film layer and the continuous sheet is a base paper sheet . . . ,” the Examiner appears to be taking the position that “Eagon discloses a continuous sheet is directly adjacent to the back side of the film layer and forms a delamination interface (figures 1b-1d and col. 3, lines 11-15), wherein the sheet is a paper material (col. 4, lines 17-24).” Furthermore, the Examiner also appears to be taking the position that “the open language of the claim, i.e., ‘comprising,’ allows for the base paper sheet to be constructed of multiple layers, which would include coatings formed on a surface.” Applicants respectfully disagree with the Examiner’s line of reasoning and respectfully submit that the Eagon patent *fails* to provide the teachings being relied upon by the Examiner.

Applicants note that on page 2 of the Office Action, the Examiner states that “Eagon discloses a continuous sheet . . . wherein the sheet is a paper material (col. 4, lines 17-24).” Also on page 2 of the Office Action, the Examiner states that “Eagon discloses a printable business card sheet . . . including . . . a continuous sheet (ref. #201) . . .” In col. 4, lines 17-24, the Eagon patent states that “release liner 18 can be selected from a number of known and available papers . . .” The release liner 18 can be seen in Figures 1a and 1b. However, in Figure 1c, it is apparent that release liner 18 has been removed and the exposed adhesive 16 attached to substrate 20. Figure 1d shows that substrate sub-assembly 201 consists of substrate 20, adhesive layer 16, and polymer layer 14. Release liner 18 is not shown in Figure 1c or 1d. The only mention of substrate 20 in the Eagon patent is in col. 4, line 68. Accordingly, the Eagon patent is silent with respect to the composition of substrate 20.

Applicants also note that independent claims 590, 629, 664 and 695 have been amended in this paper to recite, *inter alia*, that “the continuous sheet **consists of** a base paper sheet . . .” (Emphasis added.) Consequently, notwithstanding the fact that the term “comprising” is recited elsewhere in each of these claims, these claims are closed-ended with respect to “the continuous sheet” limitation. See MPEP 2111.03. In addition, Applicants note that amended independent claim 590 recites that “the laminate sheet construction [is] free of adhesive between the film layer and the continuous sheet,” that amended independent claim 629 recites that “the film layer [is] directly adjacent to the continuous sheet . . .,” that amended independent claim 664 recites that “the continuous sheet [is] bonded directly to the film layer without adhesive . . .,” and that amended independent claim 695 recites that the “continuous sheet [is] directly adjacent to the back side of the film layer . . .”

With these various claim limitations viewed in concert with one another, it is clear the Eagon patent *fails* to teach or to suggest “the continuous sheet consists of a base paper sheet . . . and the laminate sheet construction being free of adhesive between the film layer and the continuous sheet,” as required by amended independent claim 590, “the film layer being directly adjacent to the continuous sheet, the continuous sheet consists of a base paper sheet . . .,” as required by amended independent claim 629, “the continuous sheet being bonded directly to the film layer without adhesive, the continuous sheet consists of a base paper sheet,” as required by amended independent claim 664, or “the continuous sheet consists of a base paper sheet . . . the continuous sheet being directly adjacent to the back side of the film layer . . .,” as required by amended independent claim 695. This is at least because the Eagon patent instead discloses a facestock subassembly 101 and a substrate subassembly 201, the facestock subassembly 101 consisting of a face stock 10 and a release additive 12, the substrate subassembly 201 consisting of a polymeric material 14, an adhesive layer 16 and a substrate 20. If, assuming *arguendo*, one regards substrate 20 as the claimed continuous sheet and also regards release additive 12 as the claimed film layer, it is clear that substrate 20 is not directly adjacent to the back side of release additive 12 since polymeric material 14 and adhesive layer 16 are interposed between release additive and substrate 20. In addition, it

is clear that the laminate sheet construction is not free of adhesive between release additive 12 and substrate 20 since adhesive layer 16 is positioned between release additive 12 and substrate 20. Moreover, it is clear that release additive 12 is not directly adjacent to substrate 20 since polymeric material 14 and adhesive layer 16 are interposed between release additive 12 and substrate 20. Furthermore, it is clear that substrate 20 is not bonded directly to release additive 12 without adhesive since adhesive layer 16 is positioned between release additive 12 and substrate 20.

The Popat patent and the Freedman patent, which are relied upon for allegedly teaching other claimed features, *fail* to cure all of the above-noted deficiencies of Eagon. Additionally, the combination of the Eagon patent, the Popat patent, and the Freedman patent *fails* to teach or suggest all the limitation of amended independent claims 590, 629, 664, and 695.

Accordingly, for at least the above reasons, this 35 U.S.C. § 103 rejection of independent claim 548, and dependent claims 549-564, 566, 567, 569-571, 574-578, 580-584, 586, 588, which depend therefrom; and amended independent claims 590, 629, 664 and 695, and dependent claims 591-604, 606-611, 614-618, 620-627, 630-643, 645-649, 652-656, 658-662, 666-674, 676-680, 683, 684, 686-694, 697-709, 711-714, 717-720, and 722-729, which each depend from one of amended independent claims 590, 629, 664, and 695, is improper and should be withdrawn.

Rejection of Claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716 Under 35 U.S.C. § 103 Based Upon the Eagon Patent, the Popat Patent, the Freedman Patent, and the Hickenbotham Patent

On pages 10-11 of the Office Action, claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of the Hickenbotham patent. Applicants respectfully traverse this rejection of dependent claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716.

Dependent claims 572-573 depend from independent claim 548, dependent claims 612-613 depend from amended independent claim 590, dependent claims 650-651 depend from amended independent claim 629, dependent claims 681-682 depend from amended independent claim 664, and dependent claims 715-716 depend from amended independent claim 695. Independent claim 548 and amended independent claims 590, 629, 664, and 695 are patentable over the Eagon patent, the Popat patent, and the Freedman patent for at least the reasons given above. The Hickenbotham patent is relied upon merely to disclose “crushing the corner of label stock for use in printers or copier[s] . . .” The Hickenbotham patent *fails* to cure all of the deficiencies of the Eagon patent, the Popat patent, and the Freedman patent with respect to independent claim 548 and amended independent claims 590, 629, 664, and 695. Therefore, based at least on their respective dependencies, dependent claims 572-573, 612-613, 650-651, 681-682, and 715-716 are patentable over the applied combination of the Eagon patent, the Popat patent, the Freedman patent, and the Hickenbotham patent.

Accordingly, for at least the above reasons, Applicants respectfully submit that this 35 U.S.C. § 103 rejection of dependent claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716, which each depend from one of independent claim 548 and amended independent claims 590, 629, 664, and 695, is improper and should be withdrawn.

Rejection of Claims 579, 619, 657, 685 and 721 Under 35 U.S.C. § 103 Based Upon the Eagon Patent, the Popat Patent, the Freedman Patent, and the Carlson Patent

On pages 11-12 of the Office Action, claims 579, 619, 657, 685 and 721 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of the Carlson patent. Applicants respectfully traverse this rejection of dependent claims 579, 619, 657, 685, and 721.

Dependent claim 579 depends from independent claim 548, dependent claim 619 depends from amended independent claim 590, dependent claim 657 depends from amended independent claim 629, dependent claim 685 depends from amended

independent claim 664, and dependent claim 721 depends from amended independent claim 695. Amended independent claims 548, 590, 629, 664, and 695 are patentable over the Eagon patent, the Popat patent, and the Freedman patent for at least the reasons given above. The Carlson patent is relied upon by the Examiner merely to disclose “a printable laminate useful in forming die-cut identification cards . . .” The Carlson patent *fails* to cure all of the deficiencies of the Eagon patent, the Popat patent, and the Freedman patent with respect to independent claim 548 and amended independent claims 590, 629, 664, and 695 as discussed previously. Therefore, based at least on their respective dependencies, dependent claims 579, 619, 657, 685 and 721 are patentable over the applied combination of the Eagon patent, the Popat patent, the Freedman patent, and the Carlson patent.

Accordingly, for at least the above reasons, Applicants respectfully submit that this 35 U.S.C. § 103 rejection of dependent claims 579, 619, 657, 685 and 721, which depend from one of independent claim 548 and amended independent claims 590, 629, 664, and 695, is improper and should be withdrawn.

Conclusion

Applicants believe the amendments and arguments set forth above place this application in condition for allowance. An early notice of allowance is respectfully requested. If for any reason the Examiner finds the application not in condition for a notice of allowance, the Examiner is requested to call the undersigned practitioner at the telephone number listed below to discuss steps to place the application into condition for allowance. Fees due in connection with this Amendment are paid by credit card. In the event of a payment deficiency, or if additional fees are due, please charge the fees to Avery Dennison's Deposit Account No. 013025.

Respectfully submitted,
AVERY DENNISON CORPORATION

Appl. No. 09/158,728
Response dated August 22, 2011
Reply to Office Action of April 21, 2011

Dated: August 22, 2011 By: /Ronald Ugolick - Reg. No. 57,080/
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